

## ABSTRACT OF THE DISCLOSURE

Foldable display stands with a vertical board for showing merchandise are provide with a self erecting base to provide stability to the stand when merchandise is placed or mounted on the stand. The stand two has parallel vertical easel panels mounted at its rear surface and are either 5 foldable to lie juxtaposed to the rear surface or self erected to support the vertical board to rest in a substantially vertical manner on a supporting surface. The base is foldable along a vertical center line of its two side panel to a collapsed condition. A rectangular top panel or two rectangular top panels may be provide in the base when the base is generally rectangular in shape. The stabilizing base is self erecting with elastic cords mounted between the side panels 10 and top panels of the base and the vertical board.